

OXFORD

THIRD EDITION

2



Skills for Success

LISTENING AND SPEAKING

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Business and Marketing

مرکز زبان ایرانیان

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|-------------------|---------------------------------|
| NOTE-TAKING | identifying key words |
| LISTENING | listening for main ideas |
| CRITICAL THINKING | analyzing supporting details |
| VOCABULARY | collocations: nouns and verbs |
| GRAMMAR | the present continuous |
| PRONUNCIATION | interjections and intonation |
| SPEAKING | drawing attention to main ideas |



UNIT QUESTION

How important is it to keep up with current trends?

A. Discuss these questions with your classmates.

1. What are some of the latest trends in your community? Think about things like clothing, food, and technology.
2. How do these trends affect the way people live, use technology, or shop?
3. Look at the photo. Why are these people waiting in line?



B. Listen to *The Q Classroom* online. Then answer these questions.

1. How important does Sophy think it is to keep up with the latest changes in technology?
2. Do Marcus and Yuna agree with Sophy? Why or why not?
3. How is Felix's response different from that of the others?

iQ PRACTICE Go to the online discussion board to discuss the Unit Question with your classmates. *Practice > Unit 1 > Activity 1*

UNIT OBJECTIVE

Listen to a podcast and a conversation. Gather information and ideas to create a survey about trends.


NOTE-TAKING SKILL Identifying key words

When you take notes, write only *key words*—the most important words. Don't spend time writing little words like *of*, *the*, and *and*, etc. Here are some ways to identify key words as you listen:

- Listen for repeated words. These often point to the main idea.
- Focus on words that the speaker defines. If a speaker takes time to say what a word means, it's probably important.
- Listen for words the speaker emphasizes by saying them more slowly or a little louder.

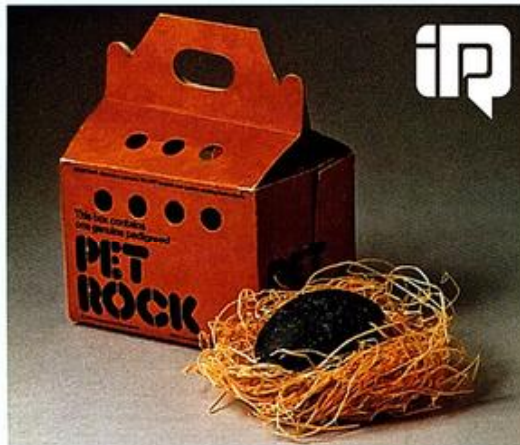
A. IDENTIFY Read the beginning of a lecture about the difference between a trend and a fad. Underline words that you think are important. The word *fad* is underlined as an example.

To be successful in business, it is important to be able to tell the difference between a fad and a trend. A fad is something that becomes popular quite suddenly but does not last very long. A trend is the general direction in which something is developing or growing. In business, following a trend usually leads to more success than chasing after a fad. Trying to make money on a fad is risky.

 **B. APPLY** Listen as the speaker continues the lecture. Identify important words as you hear them and take notes. Does the speaker repeat any of the words you underlined in Activity A?

C. DISCUSS Compare notes with a partner. Which words did you underline? Why?

iQ PRACTICE Go online for more practice identifying key words while taking notes. [Practice > Unit 1 > Activity 2](#)



LISTENING 1 They Said It Was Just a Fad

OBJECTIVE ▶

You are going to listen to a podcast about inventions that some people thought were just fads. As you listen, gather information and ideas about the importance of keeping up with current trends.



PREVIEW THE LISTENING

A. VOCABULARY Here are some words from Listening 1. Read the sentences. Then match each underlined word with its definition on page 6.

- ___ 1. That popular restaurant chain has to make a lot of money. The person who started it must be very wealthy now.
- ___ 2. During the winter months here, it is essential to have a warm coat. It gets very cold!
- ___ 3. I need to get the brakes on my car fixed. I'm having problems stopping.
- ___ 4. Sales of the toys went up in November and December, but they declined in January.
- ___ 5. Our attempt to build a robot was a complete failure. It just didn't work at all.
- ___ 6. My daughter loves that song that says, "The wheels on the bus go round and round." I'm tired of hearing it!
- ___ 7. They live in an enormous house. It has six bedrooms.
- ___ 8. Now, that car is way too expensive, but this smaller one is quite affordable.

ACADEMIC LANGUAGE

The verb *decline* is common in spoken and written academic English. It is often used with adverbs that describe the degree of the decline: for example, *decline significantly* / *slowly* / *rapidly*.

- a. (adjective) completely necessary
- b. (verb) to become smaller, fewer, or less
- c. (noun) a person or thing that is unsuccessful
- d. (adjective) having a lot of money and property
- e. (noun) round objects under a car or other vehicle that turn when it moves
- f. (adjective) not expensive; cheap enough for most people to be able to buy
- g. (noun) the parts of a car or other vehicle that make it go slower or stop
- h. (adjective) very large

iQ PRACTICE Go online for more practice with the vocabulary.
Practice > Unit 1 > Activities 3–4

B. PREVIEW You are going to listen to a podcast called *They Said It Was Just a Fad*. It describes three inventions that people thought were just fads and would never be used to create a successful business. Work with a partner. What key words do you think you will hear? Make a list.

WORK WITH THE LISTENING



A. LISTEN AND TAKE NOTES Listen to the podcast. Write any key words you hear. Leave space on the page to add more notes later. Here are some words to get you started.



Lightbulb

Edison

affordable

change lives

Bicycle

Fidget spinner



B. EXTEND Listen again. Add more information to your notes.

C. ANALYZE Check (✓) the two statements that express the main ideas in the podcast.

- ___ 1. Some things that people thought were just fads became successful businesses in the end.
- ___ 2. A business based on a fad, like fidget spinners, will always lose money.
- ___ 3. It sometimes takes a long time before you know if something will last or if it is just a fad.



D. EXPLAIN Answer the questions. Then listen and check your answers.

1. What did J. P. Morgan do to show that he believed in Edison's lightbulbs?

2. What did Morgan's father think about the idea of having electric light?

3. Why were the early bicycles called *velocipedes* dangerous to ride?

4. How were "safety" bicycles different from velocipedes?

5. Did bicycle use decline after more people had cars?

6. Why have bicycles been a successful area of business for so many years?

7. What is a fidget spinner, and what is it used for?

8. Does the speaker say whether the spinners are a fad or a lasting trend? Why or why not?

TIP FOR SUCCESS

Many students are nervous about listening. Take a deep breath and relax! If you are nervous or stressed, it's more difficult to listen and understand what you hear.



E. IDENTIFY Which invention does each comment below apply to? Mark each as *L* (lightbulb), *B* (bicycle), or *F* (fidget spinner).

- ___ 1. One inventor thought making it affordable would change people’s lives.
- ___ 2. This trend “is ending and you missed it!”
- ___ 3. A scientist described it as a complete failure.
- ___ 4. Now “only the rich will burn candles.”
- ___ 5. In 1902, one newspaper said that as a fad, the activity was dead.
- ___ 6. They “are not just a fad” because they help people deal with stressful situations.

F. CATEGORIZE Read the words and phrases in the word box. Write the words associated with each item in the appropriate column of the chart.

| | | | |
|----------------|----------------|-------------|-------------------|
| affordable | brakes | candles | cheap electricity |
| fuel | nervous energy | play around | transportation |
| triangular toy | wheels | | |

| Lightbulb | Bicycle | Fidget spinner |
|------------|---------|----------------|
| affordable | | |

iQ PRACTICE Go online for additional listening and comprehension.
 Practice > Unit 1 > Activity 5



SAY WHAT YOU THINK

DISCUSS Discuss the questions in a small group.

1. Think of a fad that is no longer popular, such as pet rocks. How long did it last? Why did it die out?
2. What is something that is newly popular in your community now? Is it a fad or a trend? Why?
3. A friend of yours wants to start a business selling robot fish as “pets.” These are mechanical fish. You put them in water and they “swim” around. Will this be a fad or a trend? Will it be successful? Explain.

LISTENING SKILL Listening for main ideas

The **main idea** is the most important thing the speaker wants you to understand. Speakers often use several strategies to emphasize their main idea. Listen for repeated words and ideas. Listen for emphasis on certain words or sentences. Also listen for speakers to summarize the main ideas at the end of their talk.



A. ANALYZE Listen to a report from a panel discussion about the future of food. Check (✓) the sentence that best states the main idea of the report.

- 1. In the future, the food industry needs to be entirely focused on vegetarian choices.
- 2. People say they want healthier foods, but in fact they buy a lot of foods that aren't good for them.
- 3. The movement toward having healthier foods with clear labels will continue.

B. INTERPRET Look at these words from the listening.

1. Are there any you did not hear or understand? Circle them.

| | | | |
|-----------|--------------|------------|---------|
| available | bother | brand | cuisine |
| evident | entrepreneur | fertilizer | grocery |
| hummus | transparency | | |

2. Why was it possible to understand the main idea without knowing all of these words?
3. What words or ideas did the speaker repeat or emphasize? How did they help you understand the main idea?

iQ PRACTICE Go online for more practice listening for main ideas.
Practice > Unit 1 > Activity 6